



GLOBAL ENTREPRENEURS GRID (GEG)

SUB: REGARDING 2nd WORLD ENTREPRENEURSHIP SUMMIT ON 08.02.2020

The 2nd grand gala 'World Entrepreneurship Summit-2020' will be held at Bangalore, India on 8th Feb 2020 on 'Smart Greets Start-up and Sustainable Development.' Looking for companies / start-up / interested individuals to join hands with us.. Sustainable business, or a green business, is an enterprise that has minimal negative impact on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line. Often, sustainable businesses have progressive environmental and human rights policies. In general, business is described as green if it matches the following four criteria:

- **It incorporates principles of sustainability into each of its business decisions.**
- **It supplies environmentally friendly products or services that replace demand for non-green products and/or services.**
- **It is greener than traditional competition.**
- **It has made an enduring commitment to environmental principles in its business operations.**

A sustainable business is any organization that participates in environmentally friendly or green activities to ensure that all processes, products, and manufacturing activities adequately address current environmental concerns while maintaining a profit. In other words, it is a business that “meets the needs of the present [world] without compromising the ability of future generations to meet their own needs.” It is the process of assessing how to design products that will take advantage of the current environmental situation and how well a company’s products perform with renewable resources. The Brundtland Report emphasized that sustainability is a three-legged stool of people, planet, and profit. Sustainable businesses with the supply chain try to balance all three through the triple-bottom-line concept—using sustainable development and sustainable distribution to affect the environment, business growth, and the society.

Everyone affects the sustainability of the marketplace and the planet in some way. Sustainable development within a business can create value for customers, investors, and the environment. A sustainable business must meet customer needs while, at the same time, treating the environment well. To succeed in such an approach, where stakeholder balancing and joint solutions are key, requires a structural approach. One philosophy, that include many different tools and methods, is the concept of Sustainable Enterprise Excellence.

Sustainability is often confused with corporate social responsibility (CSR), though the two are not the same. Bansal and DesJardine (2014) state that the notion of ‘time’ discriminates sustainability from CSR and other similar concepts. Whereas ethics, morality, and norms

permeate CSR, sustainability only obliges businesses to make intertemporal trade-offs to safeguard intergenerational equity. Short-termism is the bane of sustainability. Green business has been seen as a possible mediator of economic-environmental relations, and if proliferated, would serve to diversify our economy, even if it has a negligible effect at lowering atmospheric CO2 levels. The definition of "green jobs" is ambiguous, but it is generally agreed that these jobs, the result of green business, should be linked to clean energy, and contribute to the reduction of greenhouse gases. These corporations can be seen as generators of not only "green energy", but as producers of new "materialities" that are the product of the technologies these firms developed and deployed.

Thanks and Regards,

Prof. Bholanath Dutta

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